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FLORIBUNDA TYPE OF SUB-ZERO ROSES

These are so named because of their constant and intense bloom. Some of the Sub-Zero Hybrid Teas fully qualify for both classes.

All of true Hybrid Tea form ("Nearly Wild" excepted). Worthy of any Rose bed.

ANNE VANDERBILT. Coppery orange; semi-double.

CURLY PINK. Large, full, recurled flowers, often in immense clusters; blooms of ideal Hybrid Tea type.

FREE GOLD. Spectrum yellow, informal flowers. Very good.

LATTER. Sparkling orange shades and yellow, semi-double in clusters. A welcome note of cheerfulness.

PRICES: Except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

Cultural Suggestions

BED. Any soil suitable to grow Corn or Potatoes can produce good Roses. Cow manure is the **only best fertilizer**.

WHEN TO EXPECT PLANTS. We favor fall planting. Spring orders are shipped for planting usually before April 15th; fall orders as soon as plants become dormant by three frosts, usually about November first.

CARE UPON ARRIVAL. Submerge in pail of thin mud to be planted within two days. If fall arrival is too late for planting, break earth frosted crust, dig hole, remove packaging material, bury tied bundle of plants in clean dirt, run water and mud between branches and roots. Fall planting is not to establish plants before winter but so buried they are in the best possible winter storage. In spring lift and plant as soon as ground is unfrozen, shade plant for ten days with bag, basket or dirt.

PLANTING INSTRUCTIONS. Garden earth containing manure, fertilizer, leaves, old or new, or any form of humus, in winter contact with stems will kill the plants. The words "Clean Dirt" herein mean any dirt free from such.

SPRING PLANTING. Plant Sub-Zero Hybrid Teas with graft joint 3 inches below bed level and Climbers 4 inches. Preferably in full sunshine. Sub-Zero Hybrid Teas 1½ to 2 feet apart according to size; Climbers and Creepers 3 to 6 feet apart. Make hole shape of inverted pail; fill in center 3 inches high; spread roots; half fill hole with clean, crumbly dirt; pack firmly; add one-half pail of water, damp earth and rain are no substitutes for this watering; hill up plant with clean, loose dirt or cloth, burlap or basket; remove in ten days.

FALL PLANTING is not to establish growth of roots or plants, but roots and stems frozen in muddy earth is the best winter storage, to plant when garden is first ready. Follow spring planting suggestions.

WINTER PROTECTION. Apply one of the following methods, just before the ground freezes, to insure larger plant in the spring.

No. 1. Tie stems and canes together. Bank up with three sods, grass side inside. This is sufficient if top and edges of sods are sealed with clean dirt.

No. 2. Another protective procedure is to hill up around stems with clean dirt, 6 to 8 inches, tie around plant and over top five layers of newspaper; cover with inverted basket.

No. 3. Where 10 to 15 degrees below zero Fahrenheit, or colder is expected; hill up 8 inches with clean dirt, bank up with sods, grass side outside, seal top and edges with clean dirt.

No. 4. Protection for Climbers. Tie canes together after defoliation, bend to lay on ground, cover with sods as for Hybrid Teas, or with clean dirt and sods in colder areas.

No. 5. "THERMOS" SYSTEM. For protection of tree Sub-Zero Hybrid Tea standards and old unbendable Climber plants where sub-zero is expected, tie snugly to firm support and wrap newspapers over two inches of straw from base to top, repeat this with straw and burlap wrapping twice more. This has protected where same straw and burlap in one wrapping has failed.

No. 6. **Tree Standards** of all Sub-Zero Hybrid Teas can unprotected survive exposure to around 15 degrees below zero; use "Thermos" system to protect against colder.

SAVE REPLACEMENT EXPENSE. Sub-Zero Hybrid Teas require no winter protection. They can survive below ground and live many decades. All Rose wood on Sub-Zero Hybrid Teas and Climbers may, if unprotected, be destroyed by temperatures around 15 degrees below zero or colder. Do not dig up for dead if killed to bed level. Like a Peony from eyes below ground normal plants can grow from live roots, to bloom normally by early Rose time, larger each year even after very low sub-zero. It is estimated that winter mortality of Sub-Zero Hybrid Teas is around 1 per cent where tender Hybrid Teas fail 30 per cent. In sub-zero areas, fall hillling up, or the "thermos" system insures larger plants in the spring, protects against heaving in damp or heavy loam with consequent breaking of roots and destroying plants.

CULTURAL SUGGESTIONS. Sandy soil requires more watering. Too much clay gives smaller flowers with less color. Two to three inches of cow manure worked into bed in early spring, or dry horse or cow manure, or proper amount of Vigoro or fertilizer for potatoes, is suitable to add vigor and bloom quantity. Water infrequently and abundantly as needed, especially in the fall

months, for winter resistance. Cultivate with hoe at least monthly. Keep all weeds, grass and other growing things at least two feet away, large shrubbery and trees more distant. Apply "dish water" to soil when available.

REMARKABLE MIDSUMMER DISPLAY is easily obtained by stretching sheeting four feet above Rose bed during hot sunny hours, with rings sewed in corners, over nails in tops of removable corner posts, set in pipe holes. Remove when garden is to be enjoyed. Dust or spray thoroughly weekly, water abundantly when needed. Plants, especially trees, should not dry out in the fall.

DUSTING OR SPRAYING. Pink Princess, the first and now several other of the Sub-Zero Hybrid Teas are, like most of the Climbers, free from premature defoliation on account of blackspot and require no dusting or spraying; others are more free than the average. Weekly dusting or spraying thoroughly on both sides of leaves and stems, requires but one-half minute per plant, insures performance and more midsummer and fall bloom. Consult your seed store for dependable duster or sprayer. Use "Mike" sulphur and/or Fermate to control fungus; nicotine for sucking insects; arsenate of lead for all chewing things and D.D.T. very lightly to kill Jap beetle, rose bugs and most other insects.

PRUNING. Consists in removing all small and unwanted wood. Cut dead wood back to a second good eye. Hard spring pruning produces less and larger flowers. As blooms fade cut back to third eye. Tie Climber canes as they grow horizontal to fan-shaped, no part of cane downward. If Creepers are desired closer to ground, weight down in winter with sticks.

SPECIAL EXHIBITION DISPLAY, EARTH MIXTURE. Place six inches of sods two feet below plant, fill up with mixture of one-third one-year-old cow manure, one-third oak leaf mold, and one-third good loam; a little assorted seaweed if available.

EVERBLOOMING CLIMBERS. The name universally adopted for this class is not appropriate, as their rebloom is very much more limited than that of the Sub-Zero Hybrid Teas, and is dependent upon environment; and yet a few blooms in August means more to many than a hundred in June.

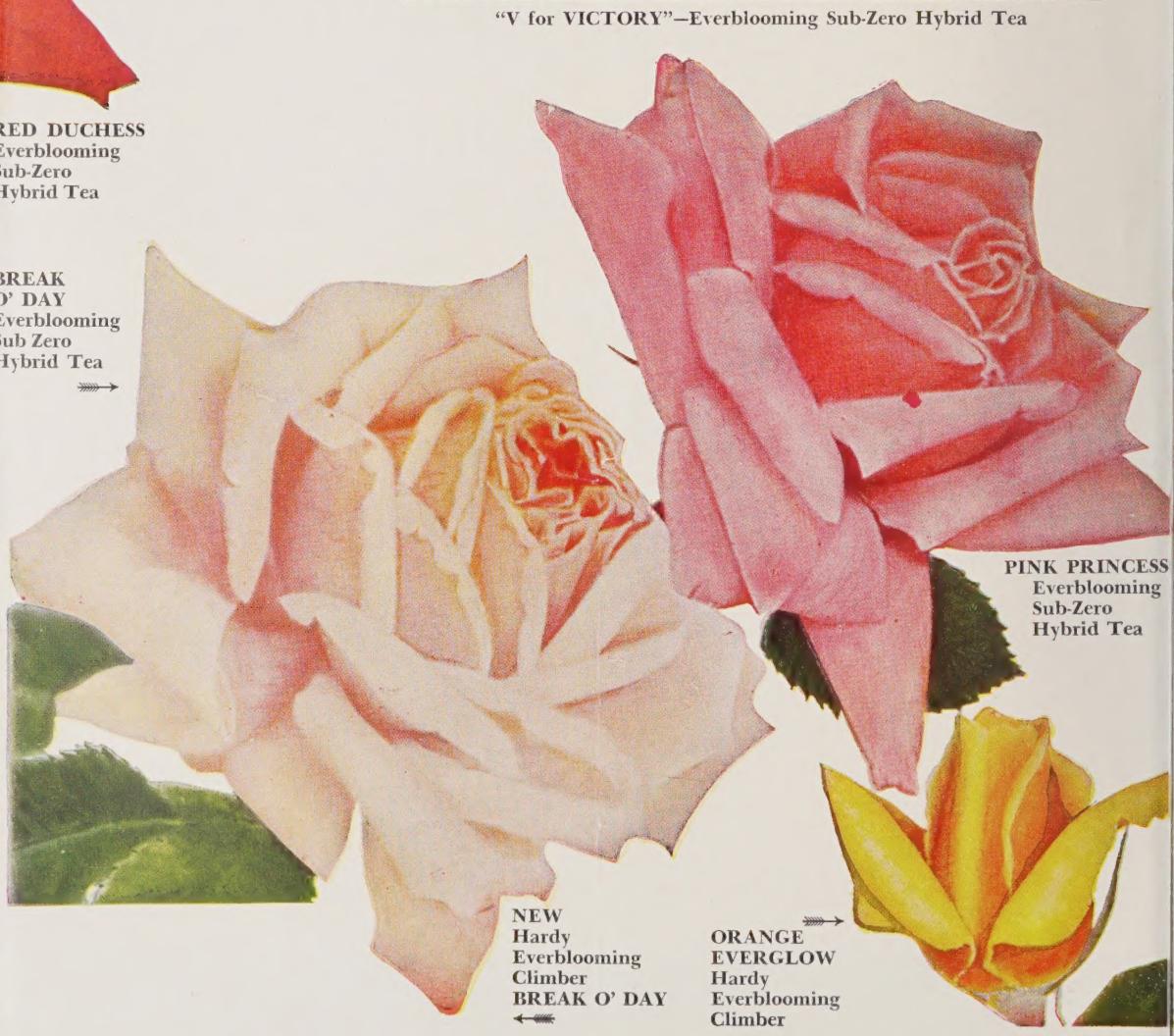
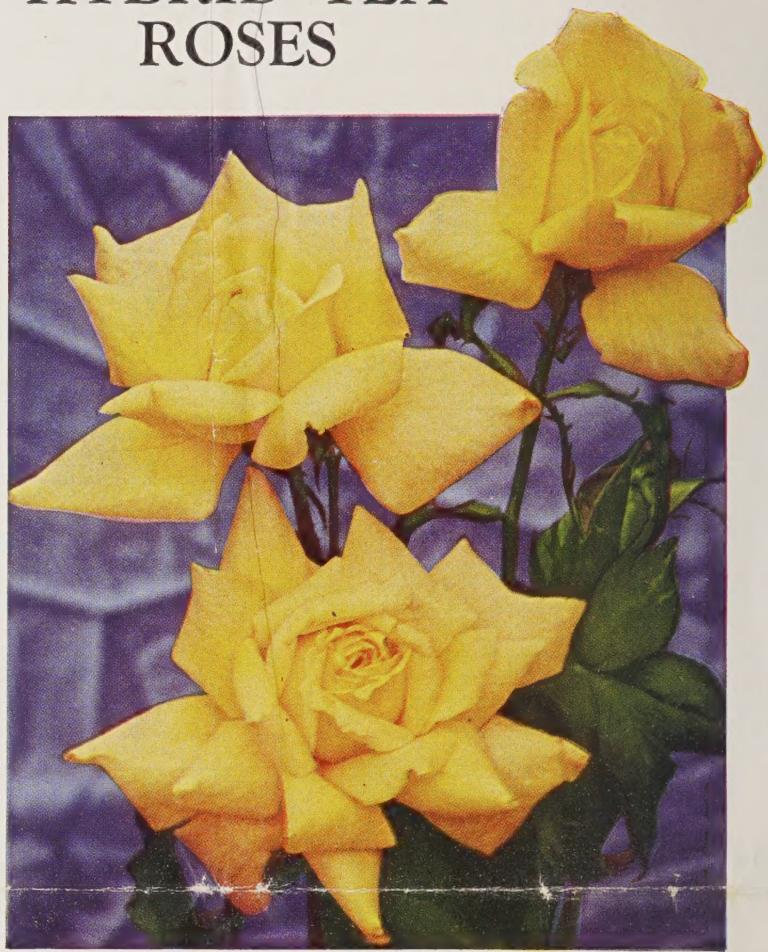
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Because they are bred back to hardy species.



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Hybrid Tea

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Everblooming Sub-Zero Hybrid Tea

Save REPLACEMENT EXPENSE

If you love Roses you would enjoy reading hundreds of letters from nurserymen and gardeners who have praised the winter resistance or long plant life, constancy of the large blooms, or supreme beauty of this new RACE OF HYBRID TEAS.



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The GOLDEN CLIMBER

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BROWNELL ROSE BUSHES

EASY TO GROW—LONG TO LIVE—SAVE REPLACEMENT EXPENSE

Hybridized and Grown in Little Compton, Rhode Island

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Plants purchased of the hybridizers, at retail, that fail within two years Replaced Free.
This applies to Tree Roses exposed down to 15° below.

SUB-ZERO HYBRID TEAS

A new race from hardier Species that can bloom all summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero winters.

ANNE VANDERBILT. Exquisite coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

BREAK O' DAY. Orange to apricot, large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

CEDRIC ADAMS. The eminent radio commentator, lover of people and Roses, has placed his name on this most magnificent Rose. Out of thousands of candidates, Cedric Adams chose this sturdy, large and double scarlet to carmine Aristocrat of Rosedom to carry a beautiful Rose with his name to the rest of the Rose growers of the country.

CREEPING EVERBLOOM*. Light crimson-red, very double, can be grown low, should be in every creeper planting.

CURLY PINK. Matchless in the combination of size and form of bloom, beauty of cluster, constancy, vigor and foliage, hardiness and performance. When established, many large, two-toned pink blossoms, in several stages form a gorgeous bouquet on a single stem.

DICK WILCOX. A magnificent deep red Rose that can grow two feet or more in height in one growing season, upwards of a hundred of the largest very double blooms, year upon year, even following the coldest of sub-zero winters. Named after the well known rosarian formerly of Minnesota University, who discovered Brownell Roses would winter in the cold Northwest.

DOLLY DARLING. Fluffy daintiness, delightfully blended with sunset shades of pink rayon, overlaid with the luster of deeper rose taffeta, to recall that ballroom gown of yester-year.

EARLY MORN. Large, dignified, double flowers of that pleasing light pastel pink.

KING BOREAS. Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer; a beauty.

LILY PONS. White with pure yellow center, large, graceful flowers of indescribable delicacy; vigorous, free bloomer. Often a feature of gardens in the cold Northwest.

No. 112. UNNAMED. With large, double, deep red blooms, abundantly displayed in Hybrid Tea form and cluster, on sturdy bushes that cover the bed for decades with one of the most strikingly beautiful of all red Roses.

HARDY CLIMBING ROSES

APRICOT GLOW.* Coppery pink, double, in abundant clusters; a brilliant shade of delicate beauty.

BROWNELL RAMBLER. Large, clear yellow, very double flowers, singly and in clusters.

CARPET OF GOLD.* One of the earliest to brighten the garden with waves of brilliant pure yellow.

COPPER GLOW. Deep coppery orange, delightful spicy fragrance; latest color sensation.

CORAL CREEPER.* All the shades of ocean coral complementing other delightful rose tints.

DR. BURT. Clusters of reddish orange, very double, sweet, fragrant bloom clusters.

ELEGANCE. The largest of blooms in perfect form; pure yellow center shading to white; magnificent display.

FREDERICK S. PECK.* Deep grenadin-pink with yellow center, semi-double; an aristocrat.

GOLDEN CLIMBER (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking; very long, stiff stems.

GOLDEN GLOW.* This is the spectrum-yellow, fragrant, abundant mass color display, of which the N. Y. World's Fair management planted 200, named the area "Rose Court" and they were proud of the display.

(*) Also creepers suitable for ground cover, over walls, fences, arbors, etc.

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LITTLE COMPTON, RHODE ISLAND